

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

Claims:

1 (Currently Amended). A digital advertising method in a cellular telephone system comprising:

 broadcasting selected advertisements for display on a the display screen of a cellular telephone receiver receiving a request call in the system; and

 displaying the selected advertisements on the cellular telephone display screen of the receiver; and

classifying the advertisements into respective categories among which pre-selected and approved categories' advertisements by the receiver are received on the display screen, and classifying emergency information in the classified categories.

2 (Cancelled).

3 (Cancelled).

4 (Currently Amended). The digital advertising method according to claim 1 ~~wherein~~ further including digital broadcast type advertising, and the

broadcasting step includes ~~includes~~ broadcasting advertising data, advertiser's inquiry telephone number, data, and web site address ~~in the~~ advertisements for transfer to the receiver.

5(Currently Amended). The digital advertising method according to claim 4 ~~including~~ further including digital broadcast type advertising, and storing the transferred contents of advertisements in a memory installed in the said receiver cellular telephone.


6(Currently Amended). The digital advertising method according to claim 5 further including the step of replaying the said stored contents of the said advertisements on the screen of the cellular telephone by pushing predetermined function keys.

7(Currently Amended). The digital advertising method of claim 5 further including the step ~~step~~ of downloading the contents of the advertisements by a link to a web site and replaying the downloaded contents on the screen of the cellular telephone and on a home audio/video device.

8 (Currently Amended). The digital advertising method of claim 1 ~~2~~ further including digital broadcast type advertising, and including selecting the categories from the group consisting ~~essentially~~ of emergencies, sports, shopping, and investing.

9(New). A digital broadcast type advertising method in a cellular telephone system comprising:

a one to N type broadcasting to broadcast advertisements generated from a central telephone exchange office to unspecified or specified relay stations at specific time;

 an emergency notification type broadcasting to broadcast a warning message or image data from a local government, which is generated from the central telephone exchange office and transmitted to affected areas;

a one to one type communication as an ordinary person to person call wherein the data is broadcast without a communication being established to a receiver in the one to N type broadcasting and in the emergency notification type broadcasting;

advertisements are displayed when a communication is established between a caller and a receiver;

classifying the advertisements into respective categories and only the selected advertisements in the categories are displayed where the receiver has pre-selected and approved on the cellular telephone display screen of the receiver; and

the classified categories include emergency information.